Destination Analysts

Travel Nevada

AD COPY TESTING RESEARCH

Report of Findings
January 2018

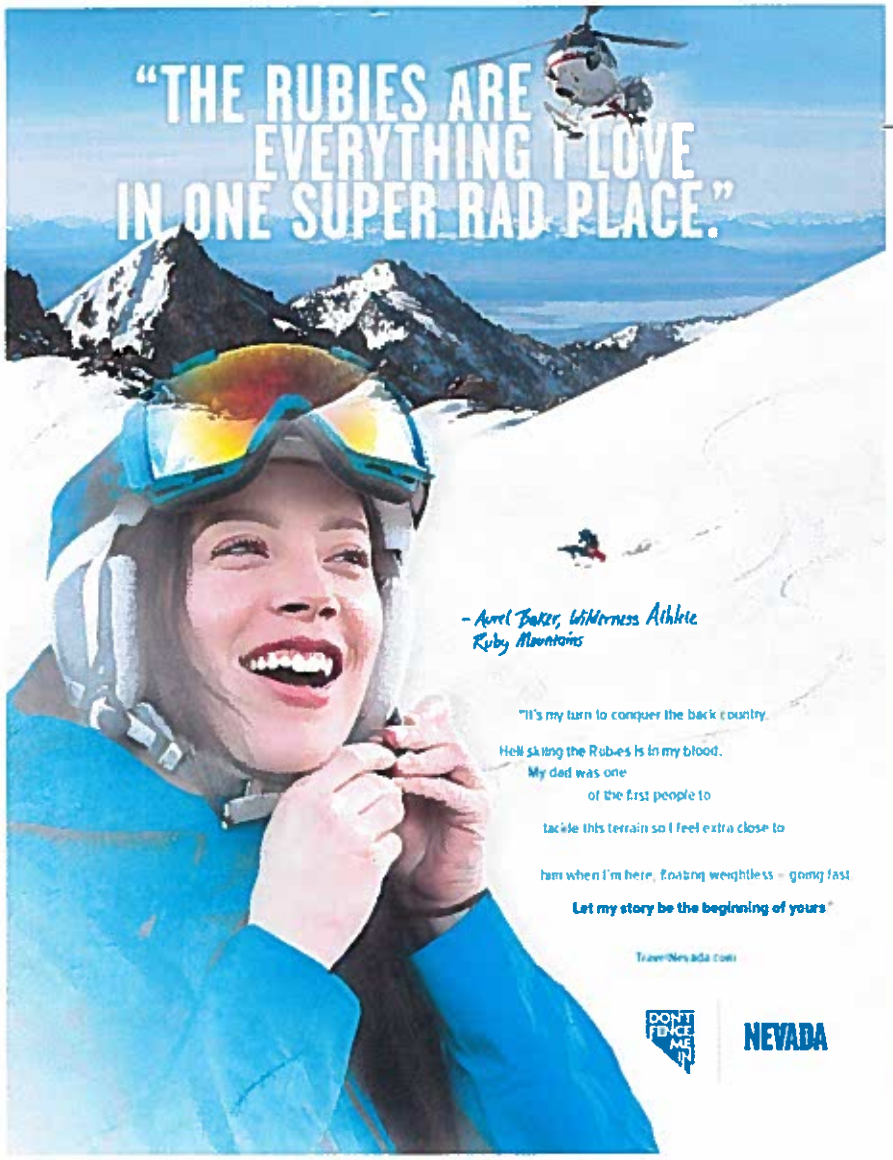
Research prepared for Travel Nevada by Destination Analysts, Inc.

Project Overview

1. Quantitative Survey

2. Qualitative Assessment

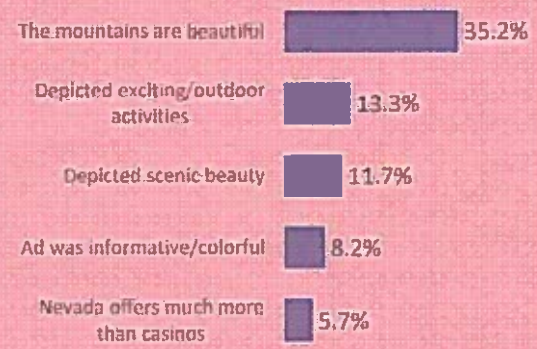
3. Heat Mapping Test



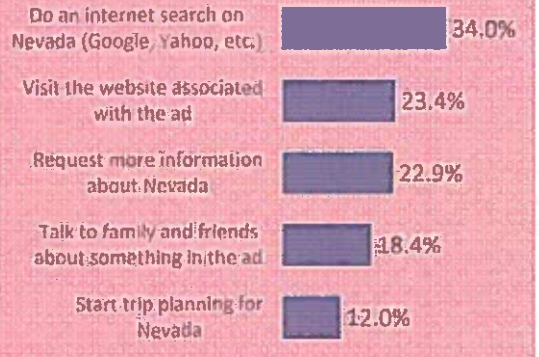
In Numbers: The Rubies Are Everything I Love

- 57.9% - Appealing or Very Appealing
- 70.3% - Believable or Very Believable
- 33.4% - More or Much More Interested

Top Reasons Why More Interested



Actions Inspired by Ad



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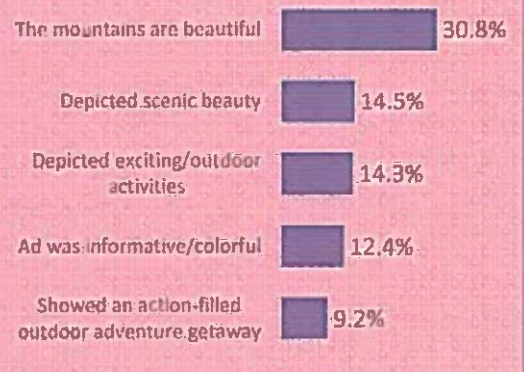
DO YOUR RESEARCH

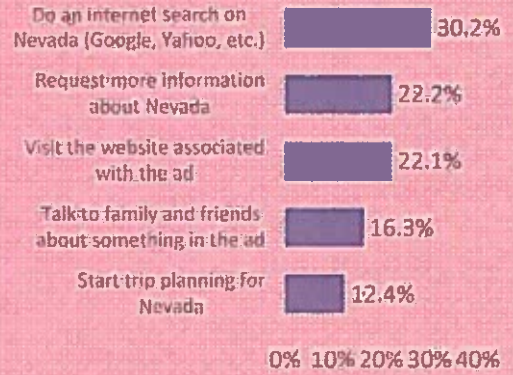
Nevada Video 1

- 62.3% - Appealing or Very Appealing
- 72.6% - Believable or Very Believable
- 31.5% - More or Much More Interested

Top Reasons Why More Interested



Actions Inspired by Ad



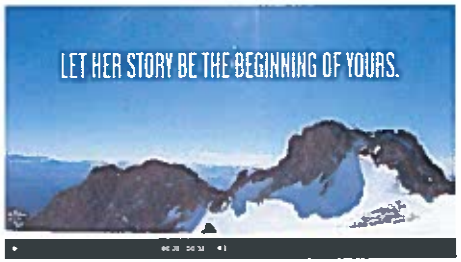
Nevada Video Ads: Wilderness Athlete

Three key takeaways regarding the Wilderness Athlete video were identified in the qualitative efforts:

- ***Beautiful scenery got high praise, and the ad's portrayal of Nevada as a mountainous winter destination challenged participant expectations regarding the state.*** As a brand building and awareness tool, the spot would appear to have significant potential.

- ***In general, the video was praised as engaging and interesting, however as motivation to visit Nevada it was not seen as strongly persuasive.*** The video was described as "too strenuous and action-packed," "Are there less strenuous activities?" and "I'm interested in family things, not lone wolf adventure."

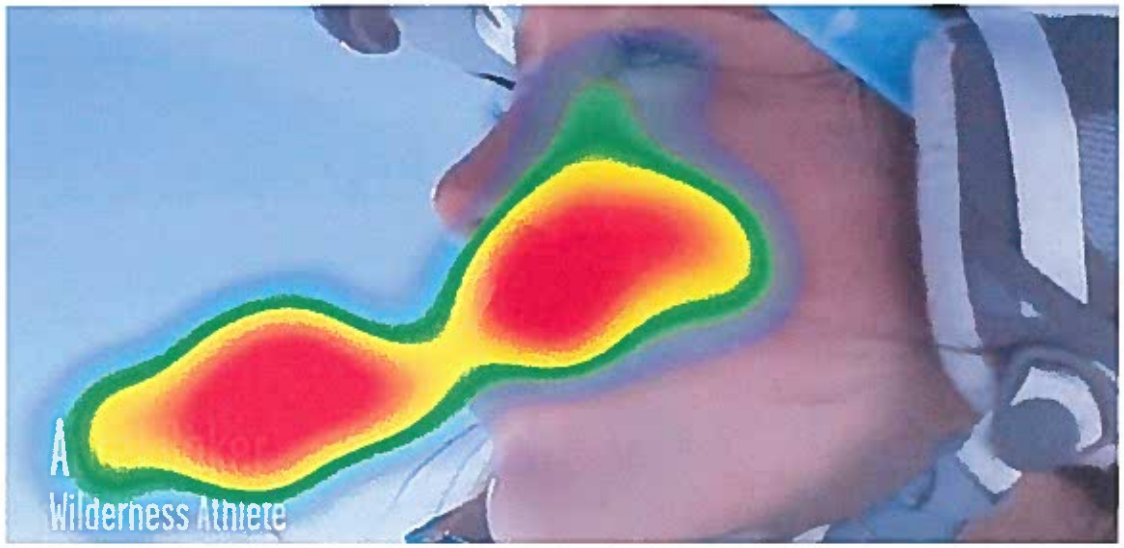
- Appreciated that there was no voiceover. ***This effect created a sense of intimacy and connection to the moment which was strongly approved of by participants.***



Nevada Video Ads: Wilderness Athlete

Heat Map Survey

When viewing the wilderness athlete video spot, the eye attention of heat mapping respondents clearly followed the skier character's story. As the 30 second video progressed respondents' attention focused on looking thru the skier's eyes and seeing everything she had seen. From the helicopter ride to the beautiful mountainous Nevada landscape, respondents focused their attention on following the skier on her journey.



Heat Map: Wilderness Athlete – Video

Click Here to watch the heat map movie.

TAINS
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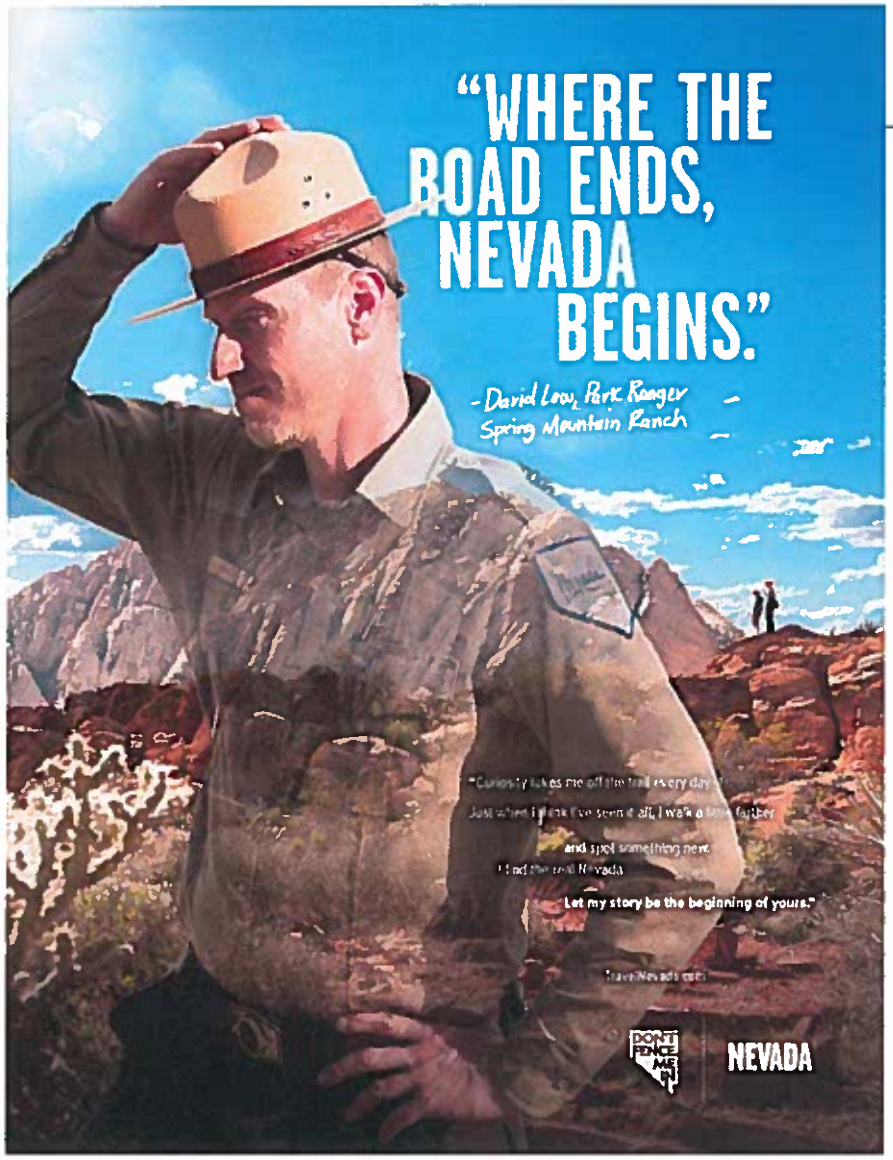
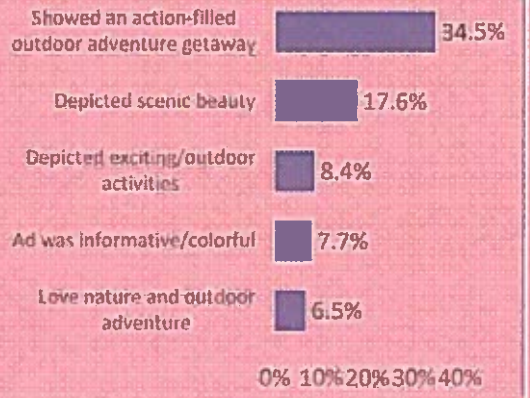


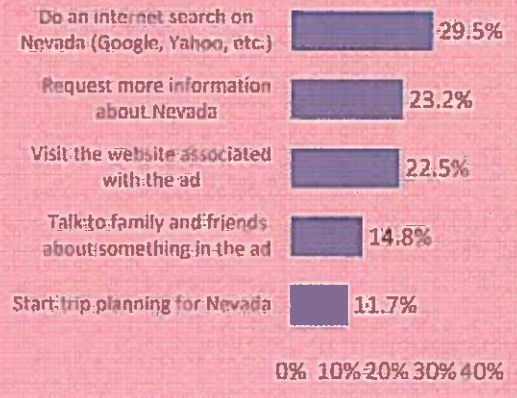
Nevada Print Ad 3

- 60.1% - Appealing or Very Appealing
- 72.7% - Believable or Very Believable
- 34.8% - More or Much More Interested

Top Reasons Why More Interested



Actions Inspired by Ad



Park Ranger Story Board

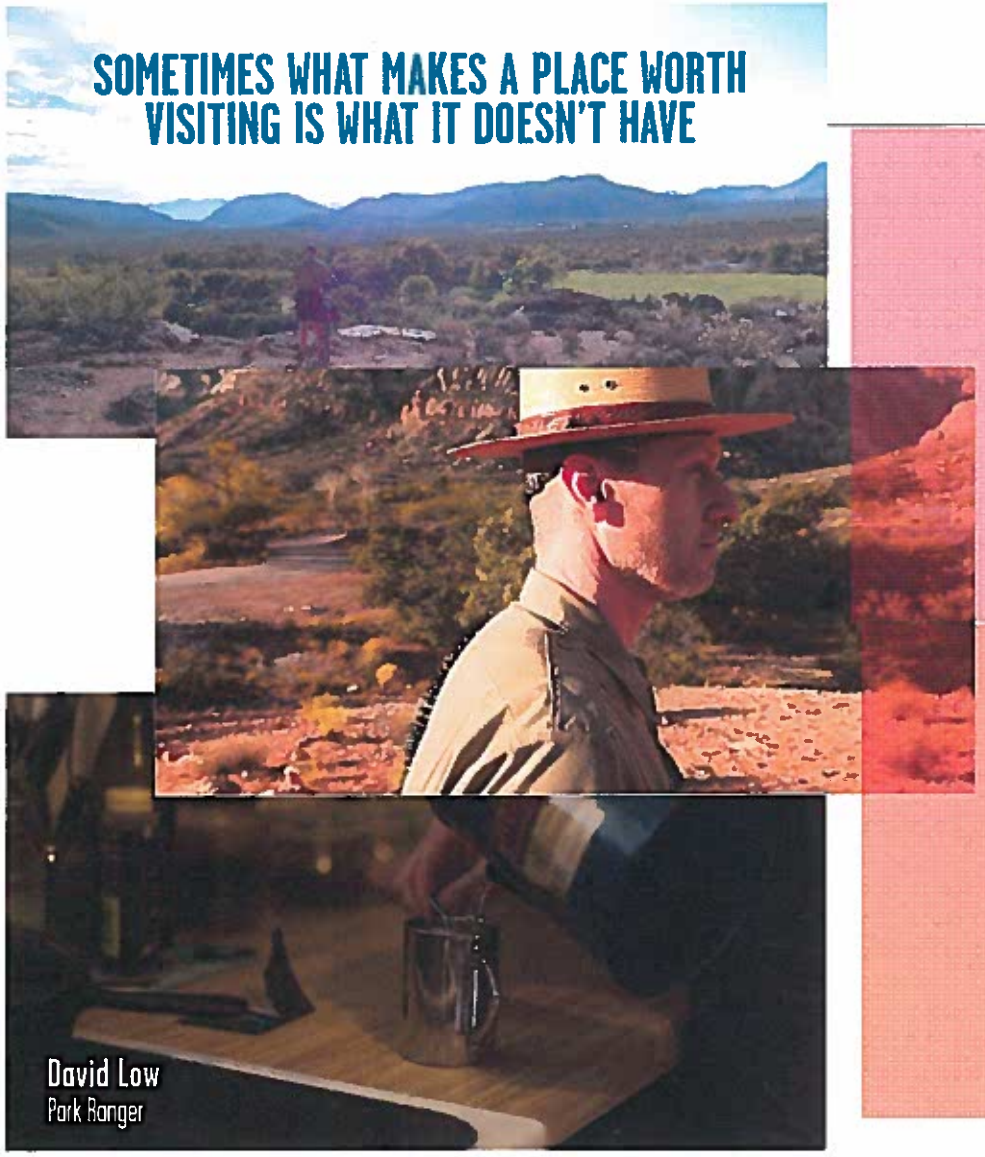
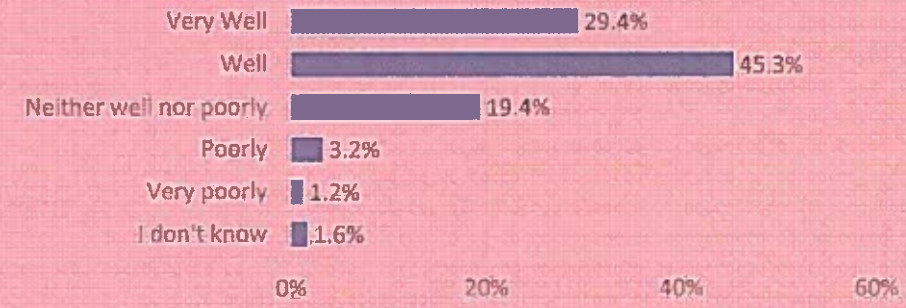


Figure: How Well Does Story Board Depict Nevada



Question: If the storyboards above were shot using the same concept of visual storytelling as the video you just viewed, how well would the resulting video depict Nevada as a place to visit?

Figure: Does the Park Ranger Compel You to Visit

Question: If the storyboards above were shot using the same concept as the video you viewed, would the Park Ranger character compel you to visit Nevada?

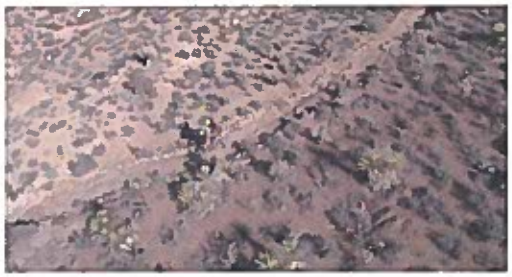
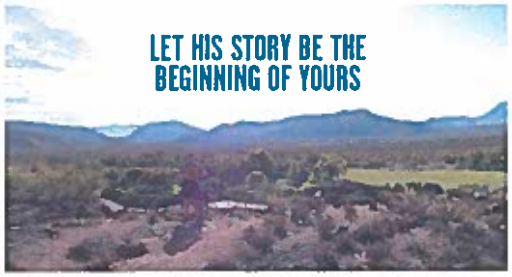
Nevada Video Ads: Park Ranger Storyboard

The Park Ranger video story board is designed to mirror in many ways the Aurel Baker ski advertisement. To the degree it does that, it is likely to be well received. ***The personal perspective and intimacy developed by the ads silence may have the same powerful effect as the Aurel Baker ad.*** Our research team has several additional observations regarding the story board:

- Due to the pacing of the ad, it may take some time to get to the gorgeous landscape and vista shots. This might well be minimized.
- Building of ambient noise to silence is likely to be a powerful technique to explore.
- If the viewer misses the initial shot explaining David Lowe's job title, it is likely there will be some confusion. Additionally as he does not appear to be working as a park ranger in the clip, helping people for example, his character may suffer.
- Viewers may ask what is the connection to Nevada tourism, as David's adventure is solitary and
- Given the current storyboard, viewers are unlikely to have a strong desire to see what happens next.
- As was seen in other ads evaluated, the solo, lone-wolf stark adventure theme is not wildly popular.

AUDIO

AM Radio with static fuzz



Volume reaches a climax